



## Logo Use Guidelines

The **COLORADO PROUD** family of logos was developed by the Colorado Department of Agriculture to identify food and agricultural products from our state. The logos have been trademarked by the State of Colorado and may only be used by those who have filed a license agreement with the Colorado Department of Agriculture.

The **COLORADO PROUD** family of logos may be used only on food or agricultural products that are grown, raised or processed in Colorado. Non-food items must be at least 50 percent agricultural origin by weight, and that agricultural base must have been grown, raised or processed in Colorado. Fresh produce, herbs and horticultural products must be grown in Colorado in order to use the logo.

The **COLORADO ORGANIC** logo may be used only to market Colorado agricultural products that have been certified by a federally accredited organic certification program. Your label still must include "Certified organic by \_\_\_\_" or similar phrase, followed by the name of the Certifying Agent. Certifying Agent seals may not be used to satisfy this requirement. For more information, call (303) 239-4149 or visit <http://www.ams.usda.gov/nop/indexIE.htm>.

The logos may only be used in a manner that positively promotes Colorado's food and agricultural industry and may never be used in a manner that appears to be an endorsement of the State of Colorado.

The **COLORADO PROUD** family of logos may be used on product packaging, sales literature, advertising, web sites, banners, etc. When used, the logos must comply with the guidelines set forth in these *Logo Use Guidelines*. If a company wishes to use the logos in a manner other than described in these guidelines, it must request and receive permission in writing from the Colorado Department of Agriculture.

Any use of these logos which is deemed a misrepresentation of the intended use by the Colorado Department of Agriculture may result in the suspension of the license agreement.

## Printing Specifications

### Full-Color Reproduction

All logos may be reproduced in three colors using the following Pantone Matching System (PMS) colors (coated inks preferred):

COLORADO - Black

Sun - PMS 123

Mountain in PROUD & CUISINE logos (purple) - PMS 2597

Mountain in ORGANIC logo (green) - PMS 3425

PROUD, CUISINE, ORGANIC words - Reverse out to white or another bright stock color (white preferred)

### Two-Color Reproduction

The two-color version is identical to the three-color version, except that the word "**COLORADO**" is the same PMS color as the mountain, rather than black.

### One-Color Reproduction

In one-color applications, the logo may be reproduced in black and white or in any one color that matches the company's packaging.

### Matching Type

If you wish to match the type in the logo, the following fonts were used:

COLORADO - Futura Heavy

PROUD, CUISINE, ORGANIC - Futura Bold

Better for you. Better for Colorado. - Futura Medium

### For More Information

For more information about this program, please contact:

**Colorado Department of Agriculture**

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